

Message Text

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ACTION EUR-12

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P R 211525Z JAN 77
FM AMEMBASSY OSLO
TO USDOC WASHDC PRIORITY
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UNCLAS SECTION 1 OF 2 OSLO 0373

E.O. 11652: N/A
TAGS: BEXP, NO
SUBJECT: FOREIGN BUYER PROGRAM: USDOC ASSISTANCE REQUESTED FOR
GROUP TO NEW ORLEANS FEBRUARY 11-16

1. EMBASSY HAS ORGANIZED FOREIGN BUYER GROUP TO VISIT TWO EXHIBITIONS IN NEW ORLEANS FEBRUARY 11-16: INTERNATIONAL FOOD AND AGRICULTURE EXPOSITION AND INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS. GROUP TOTALS 21, MOSTLY EXECUTIVES IN FOOD PROCESSING AND RELATED ACTIVITIES. GROUP WILL BE LED BY EMBASSY COMMERCIAL SPECIALIST FSL OLAV CAMPBELL WHO LAST YEAR LED SIMILAR GROUP FROM NORTH NORWAY ON USDOC-ARRANGED PROGRAM INCLUDING SAN FRANCISCO FOOD PROCESSORS EXPOSITION AND PLANT VISITS IN PORTLAND, ORE., AND SEATTLE, WASHINGTON.

2. MAIN INTEREST OF THIS GROUP IS MACHINERY AND EQUIPMENT TO INCREASE EFFICIENCY OF THEIR PLANTS. SECONDARY INTEREST IS SOURCES OF SUPPLIES OF FRUIT, VEGETABLES ETC. GENERALLY SPEAKING, THEY COME WITH OPEN MINDS AND ARE WILLING TO DISCUSS LICENSING AGREEMENTS, JOINT VENTURES AND OTHER BUSINESS. AT PRESENT THERE IS PRACTICALLY NO U.S. MACHINERY AND EQUIPMENT IN THIS TRADE IN NORWAY, AND THIS TRIP GIVES AMERICAN INTERESTS A UNIQUE OPPORTUNITY TO OPEN A NEW MARKET. GROUP WILL ARRIVE IN NEW ORLEANS FEBRUARY 10, 2004 HRS AND STAY AT HOTEL DELTA TOWERS UNTIL THURSDAY MORNING FEBRUARY 17.

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3. TO GIVE GROUP AN IDEA OF WHAT U.S. FOOD INDUSTRY CAN OFFER, IT WOULD BE APPRECIATED IF ARRANGEMENTS COULD BE MADE FOR THEM TO VISIT A SUPER MARKET AND ITS SUPPORT FACILITIES ON SATURDAY, FEB. 12 OR MONDAY, FEB. 14. IN SAN FRANCISCO IN 1976 A SIMILAR VISIT TO SAFEWAY AND ITS PROCESSING ACTIVITIES AND WAREHOUSE WAS VERY VALUABLE. ON TUESDAY FEB. 15 IT WOULD BE APPRECIATED IF PLANT VISITS COULD BE ARRANGED WHICH COULD SHOW THE

GROUP A CROSS SECTION OF THE FOOD INDUSTRY IN THE NEW ORLEANS AREA. OTHER SUGGESTIONS WILL BE WELCOME. GROUP WILL PROVIDE FOR ITS OWN TRANSPORTATION--RENTED BUS OR TAXIS. ROSTER BELOW OUTLINES GROUP'S INTERESTS.

4. WE APOLOGIZE FOR THIS LATE NOTICE, BUT INTEREST DEVELOPED SLOWLY AND WE FEARED POSSIBILITY OF CANCELLATION AFTER INVOLVING USDOC IN PROGRAMMING. THIS TRIP IS DEFINITE, AND WE EXPECT LITTLE OR NO CHANGE IN MEMBERSHIP.

5. (A) SUMMARY OF PARTICIPANTS' INTERESTS IN PLANT VISITS:

MILK PRODUCTS	1	
SOFT DRINKS	1	
JUICES	4	
JAMS	3	
SNACKS	3	
BAKERIES - BREAD CAKES AND COOKIES		3
MIXES	2	
SALADS	2	
YEAST	2	
CANNED MEAT	3	
CANNED VEGETABLES		4
MEAT PROCESSING	3	
FAST FOODS	1	
SEAFOOD	3	
DEEFPROZEN VEGETABLES AND POTATOES		3
VEGETABLE PACKAGES	2	

(B) ROSTER:

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1. MR. JAKOB HELLESLAND, TECHNICAL DIRECTOR OF BERGENSMEIERIET AND ITS AFFILIATE DITLEF MARTENS, MINDE 5032. ESTABLISHED 1939 AND 1753 RESPECTIVELY. 950 EMPLOYEES. PRODUCER OF MILK PRODUCTS, CHEESE, SOFT DRINKS, FRUIT JUCIES, CONSERVES, PICKLED HERRING, CAVIAR, SPRING WATER, BREAD, CAKES AND COOKIES, SNACKS. INTERESTS: NEW PRODUCTS, MACHINERY, EQUIPMENT, LICENSING AGREEMENTS. WOULD LIKE TO VISIT PLANTS WITH SIMILAR PRODUCTION.

2. MR. BERNT JORGENSEN, MANAGER, GAUTE NAERINGSMIDDELINDUSTRI A/S, 7050 CHARLOTTENLUND. ESTABLISHED 1941. 14 EMPLOYEES. PRODUCER OF DESERT POWDERS, PUFFED CEREALS, ORANGE JUICE AND SNACKS. INTERESTED IN NEW PORDUCTS AND PRODUCTION METHODS AND MACHINERY.

3. MR. GEORG SANDBERG, LABORATORY MANAGER, DE NORSKE GJAER & SPRITFABRIKKER, OSLO. ESTABLISHED 19118. 120 EMPLOYEES. PRODUCER OF YEAST, SNACKS, SALADS, SAUCES. INTERESTS: NEW PRODUCTS AND PRODUCTION METHODS. TO SEE PLANTS WITH SIMILAR PRODUCTION.

4. MR. KJELL CHRISTIANSEN, MARKETING MANAGER, ALSO OF DE NORSKE GJAER & SPRITFABRIKKER. SAME INTERESTS AS MR. SNADBERG.

5. MR. JOHAN HOPSTAD, MANAGER, BESSAKER HERMETIKKFABRIKK, 7190 BESSAKER, ESTABLISHED 1948, 20 EMPLOYEES. PRODUCTION OF CANNED VEGETABLES AND MEAT PRODUCTS. INTERESTS: NEW PRODUCTS AND LABOR SAVING MACHINERY. WOULD LIKE TO SEE PLANTS WITH SIMILAR PRODUCTION.

6. MR. JON SCHONING, MANAGER, ESSNOR A/S, OSLO. ESTABLISHED 1976, AGENTS AND IMPORTERS OF FOOD PROCESSING MACHINERY AND EQUIPMENT FOR CATERING INDUSTRY. INTERESTED IN AGENCIES AND REPRESENTATIONS FOR SUCH EQUIPMENT. WOULD ALSO LIKE TO SEE FOOD PROCESSING IN CATERING ACTIVITIES.

7. MR. PER ANGERMO, MANAGER, ANGERMO & SONNER, 8650 MOSJOEN, UNCLASSIFIED

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ESTABLISHED 1900, MEAT PROCESSORS. INTERESTED IN MODERN METHODS OF MEAT PRODUCT PROCESSING AND MACHINERY. WOULD LIKE TO VISIT MEAT PRODUCTS PROCESSING PLANT.

8. MR. FRODE H. NILSEN, MAN. DIR., ELFAS-GIMSOY A/S, 3701 SKIEN, ESTABLISHED 1934, 100 EMPLOYEES, PRODUCER OF FRUIT JUICES, NON-ALCOHOLIC WINES, SOUPS AND DESERTS, LIQUEUR FLAVORS AND ESSENCES, LIQUID SOAP. INTERESTED IN NEW PRODUCTS AND PRODUCTION METHODS AND LABOR SAVING MACHINERY. WOULD LIKE TO VISIT PLANTS WITH SIMILAR PRODUCTION.

9. MR. REIDAR NORDBY JR., MANAGER, IDEAL FLATBRODFABRIKK A/S, ESTABLISHED 1924, 90 EMPLOYEES. 2301 HAMAR. PRODUCER OF CRISP BREAD, BREAD CRUMBS, DOG FOOD, IMPORTER AND DISTRIBUTOR OF FOOD PRODUCTS. INTERESTED IN PRODUCING UNDER LICENCING AGREEMENTS AND IN LABOR SVAING MACHINERY. WOULD LIKE TO VISIT BAKERIES AND SNACK PRODUCERS.

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10. MR. BJORN FRANK OLSEN, PRODUCTION MANAGER, SAETRE KJEKS-FABRIKK, KOLBOTN, ESTABLISHED 1883, AND OSLO KJEKSFABRIKK, SAME ADDRESS, ESTABLISHED 1932. PRODUCERS OF BISCUITS AND COOKIES. INTERESTED IN NEW PRODUCTS, LABOR SAVING MACHINERY AND EQUIPMENT. WOULD LIKE TO VISIT BAKERIES AND SNACK PRODUCERS.

11. MR. ROLF VOLDNES, MAN. DIR. SJOLPRODUSENTENES FELLESEKSPORT, 9001 TROMSO. OPERATORS OF SHRIMP TRAWLERS IN BARENTS SEA, PROCESSORS OF CRUSTACIANS. INTERESTED IN CATCHING AND PROCESSING EQUIPMENT FOR SHRIMPS AND CLAMS. WOULD LIKE TO VISIT SHRIMP AND CRUSTACEANS PROCESSING PLANT.

12. MRS. KARIN VOLDNES, CONSULTANT FOR SAME FIRM AS ABOVE. INTERESTED IN NEW PRODUCTS.

13. OISTEN HAUG, PURCHASING MANAGER, CHR. KAURIN & CO., SKEDSMOKORSET, 60 EMPLOYEES, ESTABLISHED 1952. PRODUCER OF FRUIT JUICES AND FLAVORING ESSENCES. IMPORTER OF FINE FOODS. INTERESTED IN NEW MACHINERY FOR NEW PRODUCTION PLANT. ALSO INTERESTED IN REPRESENTING U.S. MANUFACTURERS OF FINE FOODS AS IMPORTER AND DISTRIBUTOR.

14. MR. GUNNAR JAKOBSEN, MANAGER. GARTNERHALLEN, OSLO. SALES AND DISTRIBUTION ORGANIZATION FOR FARMER COOPERATIVES, HANDLING FRUIT AND VEGETABLES. 750 EMPLOYEES. INTERESTED IN PURCHASING UNCLASSIFIED

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FRUIT AND VEGETABLES, AND PARTICULARLY INTERESTED IN EQUIPMENT FOR PACKAGING AND HANDLING FRUIT AND VEGETABLES FOR SALE IN WHOLESALE AND RETAIL TRADE. WOULD LIKE TO VISIT EQUIVALENT ORGANIZATION TO THEIR OWN. ALSO A PLANT WHICH DEEP FREEZES VEGETABLES AND POTATOES.

15. MR. REIDAR LARSEN, DIV. MANAGER OF SAME FIRM AS ABOVE AND WITH SAME INTERESTS AS MR. JAKOBSEN.

16. MR. ADNE ESPELAND, MANAGER AND OWNER, OF FIRM ADNE ESPELAND, 4330 ALGARD. ESTABLISHED 1941, 45 EMPLOYEES. CANNERS OF MEAT PRODUCTS. INTERESTED IN NEW PRODUCTS AND LABOR SAVING MACHINERY. WOULD LIKE TO VISIT MEAT PRODUCTS CANNING PLANT.

17. MR. GABRIEL ESPELAND, MANAGER OF SAME FIRM AS ABOVE AND WITH SAME INTERESTS AS MR. ADNE ESPELAND.

18. MR. PER N. ARNSTAD, MAN. DIR. NORSKE FISKEPRODUSENTERS FORENING, 9001 TROMSO. ASSOCIATION OF NORWEGIAN FISH PROCESSORS ESTABLISHED 1966.

10. MR. BJORN LANDE, DIV. MANAGER, LEIF H. STROM, OSLO. IMPORTERS AND AGENTS HANDLING GROCERIES, FRUIT AND CANNED GOODS, FROZEN FRUIT AND VEGETABLES. SEEKS SOURCES OF SUPPLY OF DEEP FROZEN FRUIT AND VEGETABLES AND EQUIPMENT FOR HANDLING.

20. MR. ARNE FLUGSTAD, MANAGER, A/S RORA FABRIKKER, 6772 RORA. ESTABLISHED 1938, 35 EMPLOYEES. PRODUCER OF FRUIT CONSERVES, JUICES, PROCESSED VEGETABLES. INTERESTED IN SOURCES OF SUPPLY AND LABOR SAVING MACHINERY AND EQUIPMENT. WOULD LIKE TO SEE FRUIT AND VEGETABLE PROCESSING PLANTS.

21. MR. OLAV CAMPBELL, SENIOR COMMERCIAL CONSULTANT, AMERICAN EMBASSY, OSLO, WILL BE LEADING THE GROUP.
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Message Attributes

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Review Withdrawn Fields: n/a
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TAGS: BEXP, NO
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/3af960d3-c288-dd11-92da-001cc4696bcc
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